

Date Mailed  
March 25, 1999

BEFORE THE  
PUBLIC SERVICE COMMISSION OF WISCONSIN

Application for Approval to Grant a Nonexclusive License to  
Wisconsin Energy Corporation for Use of a Service Mark  
and Logo Developed by Wisconsin Electric Power Company

6630-AE-112

**NOTICE OF PROCEEDING  
AND  
INVESTIGATION AND ASSESSMENT OF COSTS**

**THIS IS A PROCEEDING**, pursuant to Wis. Stat. § 196.795(5)(s), to consider the February 9, 1999, request of Wisconsin Electric Power Company (WEPCO) to grant a nonexclusive license to Wisconsin Energy Corporation (WEC) for use of the “Energy for Tomorrow” service mark and logo.

WEPCO, 231 W. Michigan, Milwaukee, Wisconsin, 53201-2046, is a public utility as defined in Wis. Stat. § 196.01(5) and is engaged in provision of electric power and energy and distribution of natural gas in Wisconsin and Michigan. WEPCO is a wholly owned subsidiary of WEC.

WEC, P.O. Box 2949, Milwaukee, Wisconsin 53201-2949, is a holding company as defined in Wis. Stat. § 196.795. WEC is therefore an affiliate of WEPCO as defined in Wis. Stat. § 196.52 and a nonutility affiliate as defined in Wis. Stat. § 196.795.

Under the proposed agreement, WEC will be granted nonexclusive use of the Service Mark in conjunction with marketing commercial programs for electricity produced from renewable resources outside of WEPCO’s service territory. WEC could use the Service Mark within the WEPCO service territory if approved by WEPCO in writing on a case by case basis.

WEPCO can continue to use the Service Mark in conjunction with marketing commercial programs for electricity produced from renewable resources within its service territory.

WEC will pay WEPCO \$4,000 to cover the cost of development of the design, legal fees, and filing fees in connection with registration of the Service Mark.

**NOTICE IS GIVEN** that the Commission considers it necessary, in order to carry out its duties, to investigate all books, accounts, practices, and activities of the applicant. The expenses incurred or to be incurred by the Commission which are reasonably attributable to such an

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investigation will be assessed against and collected from Wisconsin Energy Corporation in accordance with the provisions of Wis. Stat. § 196.84 and Wis. Admin. Code ch. PSC 6.03.

The Commission does not discriminate on the basis of disability in the provision of programs, services, or employment. Any person with a disability who needs accommodations to participate in this proceeding or who needs to get this document in a different format should contact the case coordinator listed below.

Questions regarding this matter may be directed to case coordinator Diane Braun at (608) 267-1200.

Dated at Madison, Wisconsin, \_\_\_\_\_

By the Commission:

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Lynda L. Dorr  
Secretary to the Commission

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